



The Impact of Science and Technology on Consumer Preferences

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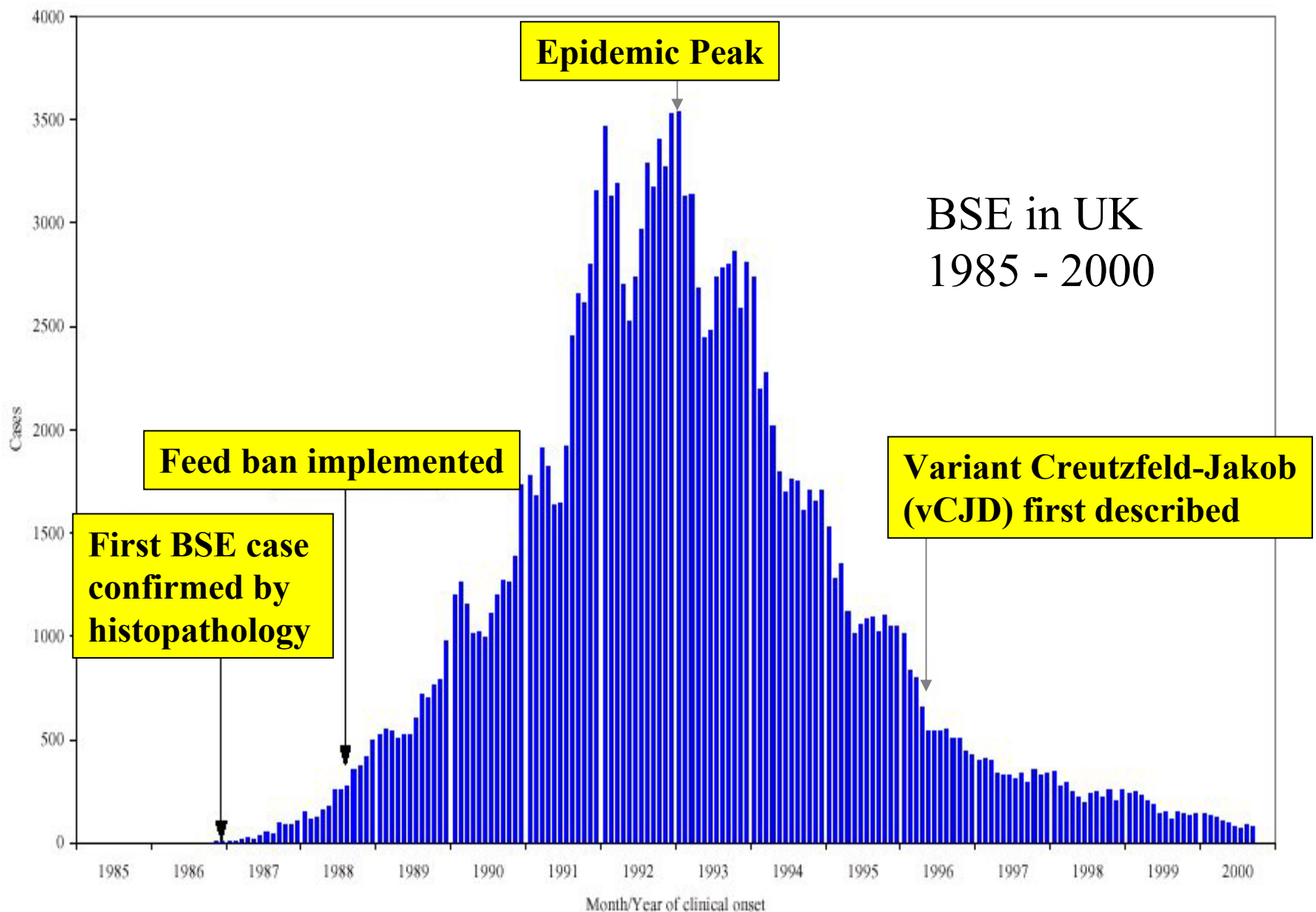
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Consumers Want Safe and Wholesome
Foods that Taste Good

“Common Sense is Not So Common”

Dictionnaire Philosophique (1764) “Self-Love” Voltaire

CONFIRMED CASES OF BSE PLOTTED BY MONTH AND YEAR OF CLINICAL ONSET



BSE infectivity in a clinical case

(From Comer, DNV 2003)

	g/cow	ID ⁵⁰ /g	ID ⁵⁰ /cow	%
Brain	500	50	25000	60.2
Spinal Cord	200	50	10000	24.1
Dorsal Root Ganglia	30	50	1500	3.6
Trigeminal ganglia	20	50	1000	2.4
Distal ileum	800	5	4000	9.6
Tonsil	50	.005	0.25	0.0
TOTAL	1600		41500	100

Note: all other tissues tested below limit of detection

Surveillance targeted at high risk populations yield the most cases

EU experience: positives/tests run

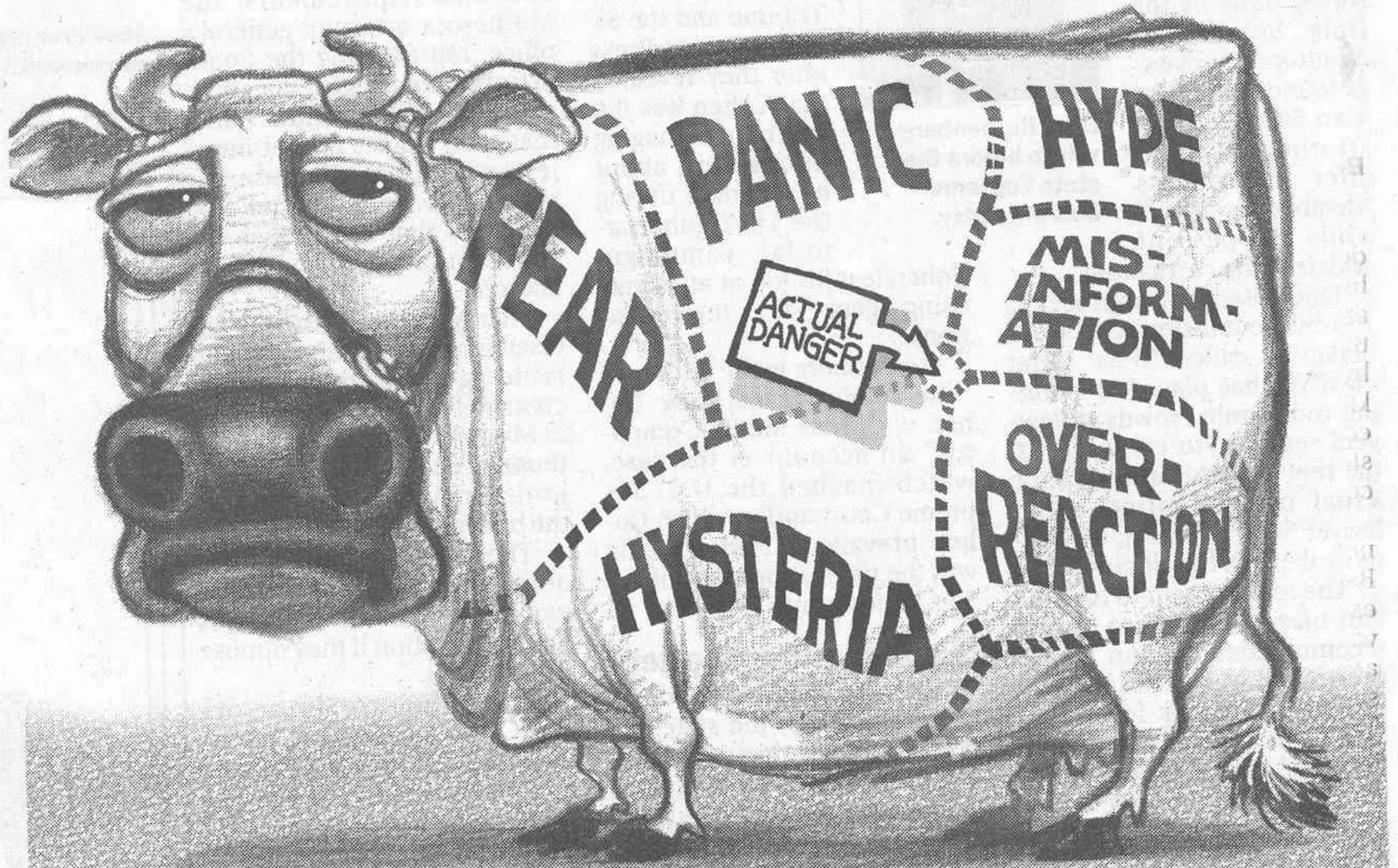
Year	2001	2002
Clinical suspects	1/3.3	1 /3.8
Fallen stock & emerg slaughter	1/1037	1/1099
Healthy slaughter	1/27,492	1/31,696

“Perception is Reality”

Q. When perception is wrong...?

A. Close information gap with education

Warning: BSE Risk = danger + fear



Scientists focus on danger, consumers on fear